

# COMMERCE

T O D A Y

NEWSLETTER OF THE FACULTY OF COMMERCE AND ADMINISTRATION

## Our New Name.

### A new endorsement of our status as one of the best business schools in Canada.

**C**oncordia's Faculty of Commerce and Administration has changed its name to the John Molson School of Business and its web address to [www.johnmolson@concordia.ca](http://www.johnmolson@concordia.ca).

"We're very proud that our school will bear the name of such a pre-eminent figure in our country's history," says Dr. Mohsen Anvari, (MBA 74) Dean of the Business School. "The Molsons chose us to honour a man who founded a Canadian business dynasty and who played a pivotal role in the development of transportation, public health and banking in Canada. The John Molson name is synonymous with business innovation, hard work and excellence – values that are central to the school's vision," says Anvari. The school's new name follows a \$10 million dollar

donation from the Molson Family Foundation and Molson Inc. towards the construction of a new building for the Business School by 2002.

#### **Our business school shares the values of John Molson**

"When your school is honoured with the name of a legend in Canadian history, that's a very clear message about the quality of education you provide," adds Danielle Morin, Associate Dean, Academic and Student Affairs, Undergraduate Programs. The values that John Molson represents – his entrepreneurial skills as well as his profound sense of commitment to community – are also very much a part of our own school's culture, she says. "We want our alumni to know that our new name is a reaffirmation of the

excellence that we have pursued and will continue to strive for as we move forward."

In much the same way that the Faculty's AACSB accreditation confirms the school's first-class distinction, the new name is a recognition of the high standards of our teaching faculty, our programs and ultimately the students we graduate.

"The Molson name has instant recognition in Canada and throughout North America and much of the rest of the world. Think of it as a seal of approval on a global scale."

### Coming Soon to a Billboard Near You

Check out our new advertisement at the bottom of this page. It features Bella Galperin, a Ph.D. candidate in administration and will appear during the month of December on 14ft. x 48ft. Superboards on the Ville-Marie autoroute, west of St-Remi in Montreal and on Gardiner and Jarvis in Toronto.



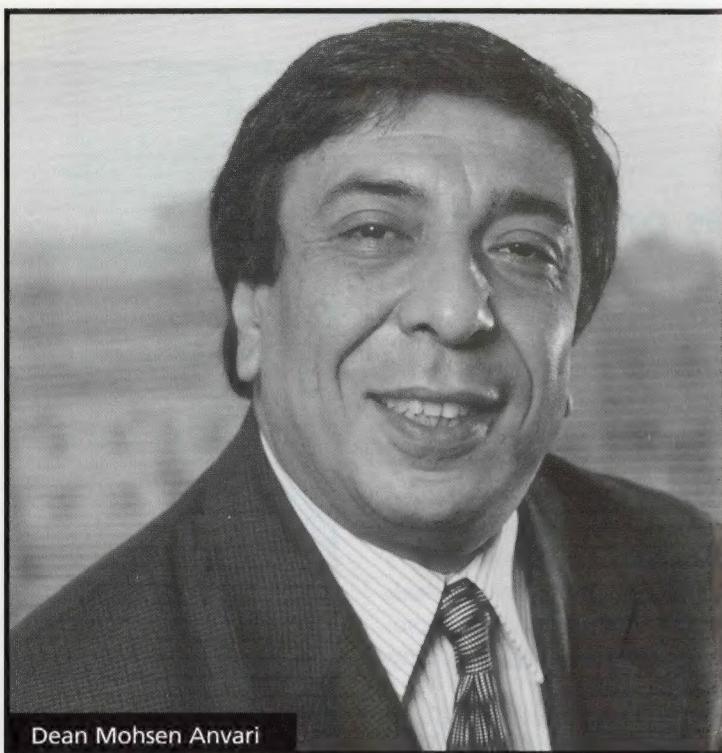
New economy attitude... Old school values

École de gestion  
John-Molson  
Université Concordia



John Molson  
School of Business  
Concordia University

## A Message from the Dean



Dean Mohsen Anvari

**I**t's a defining event in the university's history. The Molson family's decision to choose our Faculty to honour their founder is a true vote of confidence in the calibre of your degree and our ability to forge a future as the business school of first choice. As alumni, you can be proud to be a part of the John Molson School of Business.

Today, we continue to prove that we are one of Canada's best schools by graduating top-notch business people who go on to hold leadership positions throughout the country and all over the world. We've built a track record for success by leveraging our strengths such as our AACSB accreditation, our multicultural environment and a true interna-

*"As alumni, you can be proud to be a part of the John Molson School of Business."*

tional perspective in our programs. But certainly our most renowned distinction is our close link with the business community and our efforts to ensure that our curriculum is grounded in business reality. For example, we have recently added Finance and Human Resources to our co-op program and plan to double our co-op enrollment.

Prominent business leaders such as the Molsons are continuing to demonstrate their confidence in our ability to meet the educational needs of today's business world. And there are many examples that show we are a progressive school setting precedents in Canada. Take for instance the

upcoming launch of three new Graduate Programs in Investment Management, a response to the market demand for financial services professionals, which you'll hear more about in the new year. Our business school has developed a Graduate Certificate in Electronic Business to meet the demands of business opportunities in the new economy, and to help new graduates acquire vital skills for managing e-companies.

These are just a few of our many diverse initiatives, but they are all linked by one common goal – to graduate outstanding business leaders with the skills needed to thrive in today's workplace.

The John Molson School of Business is a highly fitting name for us. John Molson excelled in everything he did, and we can be very proud to continue the tradition.

Dr. Mohsen Anvari,  
Dean

# The story behind our logo

**I**t was a design challenge. Develop a logo that reflected the pioneering spirit of John Molson while ensuring the contemporary feel of a distinctive business school. The John Molson School of Business logo had to be dynamic enough to attract students while communicating the solid values of the school to the business community.

A key inspiration for the designer was the image of a sail. Afterall, the clipper ship was a symbol of a lifelong attraction between John Molson and the sea. Molson crossed the Atlantic at least 10 times in the course of establishing his brewery.

As a symbol of the progressive direction of the John Molson School of Business, the new logo depicts the purposeful, forward movement of sails that are anchored by straight solid lines. It is composed of three forms that



## John Molson School of Business Concordia University

incorporate simple geometric figures (straight lines, circles and squares) to create an abstract composition of the letters "J" and "M".

### **A closer look at the visual elements**

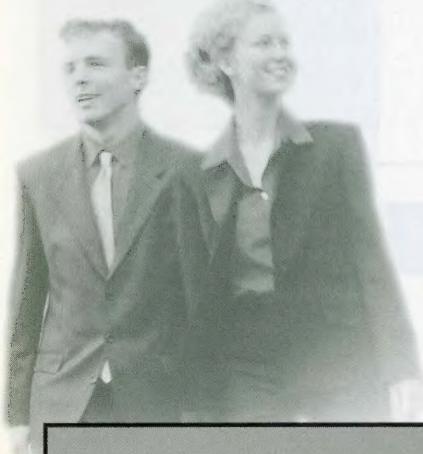
The logo was designed with the symbol closely stacked above the

typography, creating a solid yet dynamic visual and equal balance between form and type. The typeface used is Rotis Serif, which reflects a seamless blend of contemporary and traditional values and creates full, rounded words that are easily decoded from a distance. A slight serif edge lends a traditional "old school" touch.

These simple geometric shapes coupled with a traditional yet modern typeface ensure that the logotype will stay fresh and vivid over time.

Rather than incorporate elements typical of school logos – such as crests and shields – the logotype features the unembellished look of the most distinctive and memorable corporate designs.

Another key factor in the design of our logo was ensuring it could be easily produced to function well in a variety of applications. Bilingual versions were also designed with French to the left and English to the right of the central logo, or vice-versa, depending on usage.



École de gestion  
**John-Molson**  
Université Concordia



**John Molson  
School of Business  
Concordia University**

**John Molson  
School of Business  
Concordia University**

## **A new image and name for Commerce Today**

With the launch of the school's name, we thought it would be an ideal opportunity to make some changes and improvements to the newsletter. Please e-mail your suggestions for a new name for our alumni newsletter to [comtoday@vax2.concordia.ca](mailto:comtoday@vax2.concordia.ca). We will announce the winner in the next issue in the New Year.

# Branding – Our new name provides a unique opportunity.

**I**t's a fundamental marketing rule: when you change your name, you have an ideal opportunity to strengthen your positioning in a competitive market. And with the recent launch of its new name, the John Molson School of Business, that is precisely the goal of the Business School.

"Our renaming is an integral part of our strategy to ensure that we're perceived as one of the best business schools in Canada," says Jerry Tomberlin, Associate Dean, Office of External Affairs and Executive Programs. With the Molson Family Foundation and

Molson Inc.'s donation to the school towards the construction of a new building, the Business School seized the opportunity also to leverage the name of a well-known and highly respected business leader in Canadian history.

"John Molson created a Canadian empire, was people-oriented, and an inspiration to all those pursuing a business education and career," he adds.

A key step in the renaming process, explains Tomberlin, was conducting research to determine how to position our business school vis-à-vis other schools.

"We listened to our key stakeholders – faculty, staff, students, alumni and the business community – to find out exactly how we needed to present our school, our many strengths and successes in the best light."

A brand is much more than a logo, he says. It encompasses every aspect of an organization's image, whether it's the quality of students and teaching, the unique programs, high standards, a speech from the dean or an external brochure. "There was certainly a broad consensus that renaming the faculty in honour of

John Molson would be a positive move in our efforts to enhance the profile of our business school as one of the best in Canada."

Once the research was completed, says Tomberlin, we began the ongoing process of incorporating the name and logo into communications. "You'll be seeing the name, John Molson School of Business, a great deal in the coming months and hearing about how our school is living up to the high standards of excellence and entrepreneurship that he established."

## John Molson (1763 – 1836)

### The man behind the name

**J**ohn Molson is a name that has left an indelible mark on our country's history – a man who founded an ever-expanding Canadian business empire.

Born in Lincolnshire, England in 1763 and orphaned, he fell ill at the age of eighteen, and on the advice of his doctor, was sent on an ocean voyage. He came to the New World, not intending to stay.

He was so impressed by the wealth of opportunities he saw here, he settled in Montreal. During a period when prosperity was often linked to the fur business, Molson courageously explored less known territory and establish a small brewery in Montreal. The young man had no training as a brewer, but he quickly seized the

opportunity after seeing that the country's major city was booming and thirsty for ale.

From the beginning, Molson adopted a bold approach to his business. To ensure he could grow top quality barley, he returned to England for premium seed, which he then gave for free to Canadian farmers, and brought with him as well a new scientific approach to brewing. Molson sent ships overseas to get the coveted "old world yeast" that he needed to perfect his brew. And by 1786, he poured his first batch of beer, which marked the beginning of a legacy that is more than 200 years old.

The same vision behind the brewery business also played an important role in his involvement

in the development of transportation, banking and public health in Canada. Molson was the man behind the "Accommodation," the world's third commercial steamboat and the country's first. Later, he expanded his fleet of steamships to establish a regular passenger and cargo service between Montreal and Quebec. In addition to his involvement in real estate, lumber and currency trading, John Molson also built a luxurious hotel, The Mansion House which opened in 1816, and was a pioneer of the railway age, putting his financial support behind Canada's first railroad, the Champlain and St. Lawrence Railway.



John Molson

John Molson was equally renowned as one of Canada's first bankers and served as president of the Bank of Montreal from 1826 to 1834. He held political office, fought as a soldier, helped to found the Montreal General Hospital and to establish one of the city's first theatres. He died in 1836.

He is one of the most prestigious business figures in the history of Montreal, Quebec and Canada. The name of John Molson is synonymous with business innovation, vision, hard work, perseverance, and commitment to community.

# MBA International Case Competition celebrates its 20th anniversary.

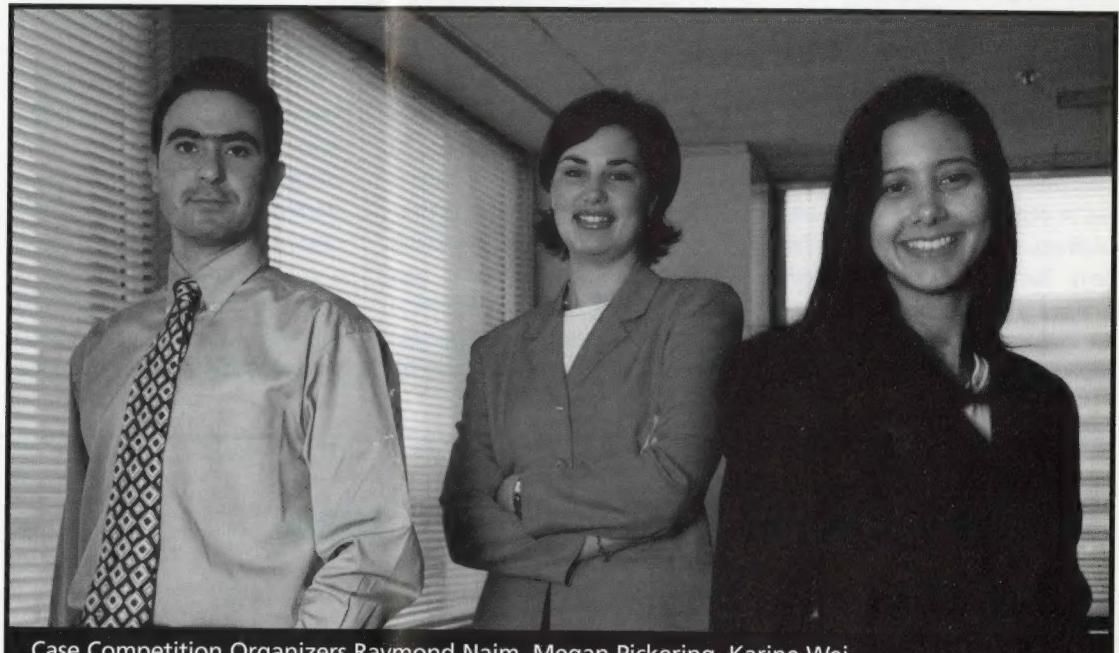
**C**oncordia's MBA International Case Competition runs its web site in no less than five languages, so certainly the adjective "international" is a well-earned one.

In fact, what started out twenty years ago as a local initiative with only four participating universities has grown into a world-renowned event. Today, the competition attracts top MBA students from 30 schools from around the globe who present their analyses and recommendations for tough business cases. The event is so popular that more than 250

*"We were definitely determined to make this competition a success."*

business professionals donate their expertise, time and energy as Case Competition advisory board members, as judges and as organizers.

"What inspired us to get the initiative off the ground was the need for greater challenges based on real-life business experience," says Annette Wilde, (MBA'82) one of the original founders of the competition, and now Vice President, Sales & Marketing for



Case Competition Organizers Raymond Najm, Megan Pickering, Karine Wei.

Propidex Corporation. "We were in the middle of a major recession in the 80's so it was a tough sell," she said. Still, Wilde and other organizers were confident that the competition was an ideal vehicle to put the university in the public spotlight and to help students get some exposure to corporations and potential jobs.

Organizing the first event was a challenging feat for the school since the basic infrastructure had to be built and implemented from scratch. "Just working out the logistics and all the rules took some creative thinking," says Wilde smiling. But with perseverance, the team attracted their first

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corporate sponsors, including Alcan, and the three other participating universities: HEC, McGill and UQAM.

"We were definitely determined to make this competition a success," adds Nora Kelly (MBA'88) who was also an original founder of the event and today is Deputy Minister, Training and Employment Development with the government of New Brunswick. I think we were able to show just how important it is that universities and the business community work closely together."

It's clear that the competition has certainly evolved but the original spirit is still very much intact, says MBA student Megan Pickering, who is currently organizing the 2001 event with fellow students Raymond Najm and Karine Wei.

## The 2000/2001 Case Competition Advisory Board

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Over the years, the Case Competition Advisory Board and hundreds of business leaders have worked with faculty members and student volunteers to make this event a success. We would like to take this opportunity to thank all of you for your outstanding efforts. To find out more about the MBA International Case Competition and how you can become a judge, visit:  
[www.mbacasecomp.com](http://www.mbacasecomp.com)

Each year, its administration is handed to a new team of MBA students who are rewarded university credits (the equivalent of a business research paper) for their hard work. "There's never a complete transfer of knowledge from one year to the next, so you get to bring your own thinking to the project," says Pickering. "It's a hands-on management learning experience where you get to handle all things - big and small."

This year, she says, the competition boasts an 80% return of sponsors, which is a real testimony to its success. And with approximately 250 judges made up of executives from diverse corporations, students gain from exposure to companies that are also vying to meet top MBA graduates. "Everybody benefits - the universities, students, sponsors and judges. But if there's one real motivating factor for participants,

it's simply the challenge of winning a prestigious title."

What's on the future horizon for the MBA International Case Competition? "To ensure we just get better," says Pickering, whose team has just added Columbia University to the participant's list. "We're definitely on a winning streak," she adds.

**Commerce Today** is a semi-annual newsletter published by John Molson School of Business. Its purpose is to inform the alumni and members of the Canadian business community.

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# COMMERCE

TODAY



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